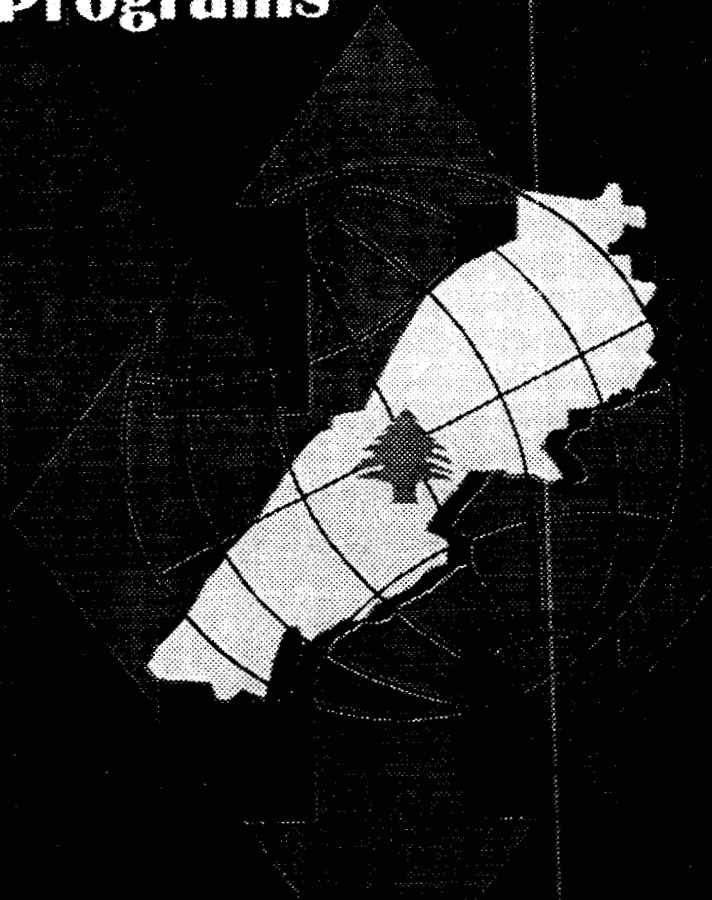


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Inventory of Lebanon's Tourism Education and Training Programs



**Tourism
Industry
Cluster**



INFORMATION
International



**June
2000**

USAID



Inventory Of Lebanon's Tourism Education and Training Programs

**Prepared By:
LEBANESE AMERICAN UNIVERSITY
The Center for Sponsored
Research & Development**

**In Association With:
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Introduction

Many issues affect the hospitality sector in Lebanon: the political situation, the domestic economy, the global economy, the environment, regional competition, technology, etc. One issue which has a particularly important impact on the level and quality of the hospitality sector is human resources. Human resources represent one of the major factors of competitiveness of the tourism sector, and it is critical to assess the current gaps and future potential for developing these resources. This study focuses on tourism-related educational offerings in Lebanon, both at universities and vocational training institutions. Compiling core data on tourism education should provide a basis for more specialized and targeted studies in the future, with the goal of enhancing Lebanon's tourism human resources.

This report contains a list of the vocational and technical training schools and universities in Lebanon, in both the public and private sectors. It covers basic information about each school (location, number of students, etc.), in addition to the courses and degrees offered.

This report particularly focuses on vocational and technical training, which is a fast-growing sector in Lebanon. There are currently about 357 vocational/technical training centers in Lebanon (note that some branches of the same school are counted as separate entities for statistical purposes due to geographic location). All 357 schools offer a wide range of training and education in many different areas of specialization. There are a total of 4,418 tourism students in Lebanon – 757 studying in universities, and 3,661 studying at vocational/technical institutions.

Table 1

| NUMBER OF TOURISM STUDENTS IN LEBANON | |
|--|--------------|
| University | 757 |
| Vocational/Technical | 3,661 |
| Total | 4,418 |

I. Overview of Tourism Training in Lebanon

A. Tourism Training at Vocational & Technical Schools

Vocational training is designed for professions or careers that utilize manual labor, which only requires special knowledge related to the field itself or activities and duties to be performed. Technical education, on the other hand, prepares students for more "advanced" professions, which require at least nine years of "general education" as a prerequisite. Most hospitality majors tend to be offered at the more advanced technical training level.

Technical training can be pursued on three levels (described below). Each of these levels has its own prerequisites.

1. **Baccalaureate Technique (BT)**

All students who have completed their intermediate education (9th grade) are eligible to pursue three years of higher education to earn a BT certificate.

2. **Technician Superior (TS)**

All students who have completed their secondary education (high school) or hold a BT certificate are eligible to continue their education for *two additional years* to attain the TS certificate.

3. **Baccalaureate Technician Superior (BTS)**

All students who have completed their secondary education (high school) or hold a TS certificate are eligible to continue their education for *four years* to attain the BTS certificate.

In addition, some vocational and technical training schools offer short-term condensed courses (of up to one year), which grant certificates in one specific aspect of the hospitality field – i.e., ticketing, cooking, hospitality services, etc. These programs are only offered by private institutions.

There are currently about 3,700 students pursuing hotel and tourism management studies at vocational and technical schools in Lebanon. There are a total of 357 vocational & technical training institutions in Lebanon (36 public and 321 private); of these schools, only 31 (or 8.6 percent) offer tourism/hospitality-related majors – 14 public and 17 private. *Table 2* shows the distribution of these schools among different geographic regions.

Table 2

| GEOGRAPHICAL DISTRIBUTION OF TOURISM/HOSPITALITY VOCATIONAL/TECHNICAL SCHOOLS | | | |
|--|---------------|----------------|--------------|
| District | Public | Private | Total |
| Beirut | 3 | 2 | 5 |
| Mount Lebanon | 6 | 13 | 19 |
| North | 2 | 2 | 4 |
| Bekaa | 1 | 0 | 1 |
| South | 1 | 0 | 1 |
| Nabatieh | 1 | 0 | 1 |
| Total | 14 | 17 | 31 |

Fields of Study

In Lebanon there are five major areas of specialization within the tourism/hospitality field at Vocational/Technical Schools:

1. Hospitality Management
2. Hotel Management – Sales
3. Hotel Management – Kitchen
4. Hotel Management – Service & Production
5. Tourism Management

In addition, many vocational/technical schools offer short-term programs in ticketing, which range from 4-12 months. The number of graduating students in ticketing averages 10 to 15 per year per institution.

Table 3 shows the number of vocational/technical schools in Lebanon offering each of these majors/specialties.

Table 3

| TOURISM MAJORS OFFERED AT VOCATIONAL/TECHNICAL SCHOOLS | | | |
|---|---------------|----------------|--------------|
| Major | Public | Private | Total |
| Hospitality Management | 2 | 7 | 9 |
| Hospitality Management-Sales | 8 | 6 | 14 |
| Hospitality Management-Kitchen | 10 | 8 | 18 |
| Hospitality Service & Production | 4 | 6 | 10 |
| Tourism Management | 1 | 2 | 3 |

The number of vocational/technical schools offering BT and TS diplomas for each of the tourism majors is shown in *Table 4*.

Table 4

| Number of Vocational/Technical Schools Offering Tourism Diplomas/Majors | | | | |
|--|---------------|-----------|----------------|-----------|
| Tourism Major | Public | | Private | |
| | BT | TS | BT | TS |
| Hospitality Management | | 2 | 7 | 7 |
| Hotel Management – Sales | 8 | | 5 | |
| Hotel Management – Kitchen | 8 | | 7 | 1 |
| Hotel Management – Service & Production | 6 | | 5 | |
| Tourism Management | | 1 | | 2 |

Table 5 shows the number of students currently studying in each of these diploma programs.

Table 5

| NUMBER OF VOCATIONAL/TECHNICAL STUDENTS IN TOURISM MAJORS BY DIPLOMA LEVEL | | | | |
|---|--------------------------------|-----------------------------|----------------------------|----------------------------|
| Tourism Major | Public | | Private | |
| | BT | TS | BT | TS |
| Hospitality Management | | 335M, 105F | 73M, 24F | 349M, 56F |
| Hotel Management – Sales | 605M, 53F | | 61M, 5F | |
| Hotel Management – Kitchen | 766M, 14F | | 179M, 18F | 26M, 5F |
| Hotel Management – Service & Production | 466M, 19F | | 314M, 14F | |
| Tourism Management | | 19M, 128F | | 8M, 19F |
| TOTAL = 3,661 | 1,923 (1,837M, 86F) | 587 (354M, 233F) | 688 (627M, 61F) | 463 (383M, 80F) |

Note: There are also 39 students enrolled in a general Hotel Management BTS diploma offered in public sector schools.

Table 6 shows the number of schools offering each tourism major by language of instruction.

Table 6

| NUMBER OF VOCATIONAL/TECHNICAL SCHOOLS OFFERING TOURISM MAJORS BY LANGUAGE | | | | |
|---|---------------|----------------|----------------|----------------|
| Tourism Major | Public | | Private | |
| | French | English | French | English |
| Hospitality Management | 4 | 2 | 9 | 7 |
| Hotel Management – Sales | 8 | 4 | 4 | 3 |
| Hotel Management – Kitchen | 8 | 3 | 4 | 6 |
| Hotel Management – Service & Production | 6 | 2 | 4 | 3 |
| Tourism Management | 1 | | 2 | 1 |

A full list of Vocational/Technical schools offering tourism degrees, with contact information and details about their program offerings, is included in Appendix A.

Curriculum

The curriculum at public institutions is mandated by the Department of Vocational and Training Education of the Lebanese Ministry of Education. The curriculum of private institutions can either be mandated by the government, or the private school can choose to develop its own curriculum.

BT and TS students from both public and private Schools are required to sit for an official exam at the end their studies. In some cases, private schools students may choose not to undertake the official test and opt to receive a diploma from their own school. The diploma only indicates that the student has completed all of the course requirements for the degree.

The curricula of the BT and TS programs are predominantly theoretical. Training facilities and equipment are relatively poor especially in public schools. A limited number of technical schools have foreign affiliation and offer specialized programs such as the ESITEL, which is based on the French official program, and the BEP, which is a French program for lodging. The Lebanese government is planning to introduce a new curriculum for the BT diploma by the year 2001. The new program emphasizes practical training and makes the hotel management curriculum more adaptable to market needs.

The detailed curricula for tourism-related majors at several public and private institutions in Lebanon are provided in Appendix B. *Table 7* summarizes the typical coursework required for the different tourism degrees at these schools.

Table 7

| SELECTION OF COURSEWORK TYPICALLY REQUIRED FOR VOCATIONAL/TECHNICAL TOURISM DEGREES IN LEBANON | |
|---|---|
| Hotel Management – Sales | Hotel Management – Service & Production |
| <ul style="list-style-type: none"> • Foreign Languages • Mathematics • Geography/ Social Science • Law • Principles of Hospitality Management • Hotel Management • Hotel Education • Food Technology • Hygiene Sciences • Kitchen • Practical Applications/ Field Training | <ul style="list-style-type: none"> • Foreign Languages • Mathematics • Geography/ Social Science • Law • Computer • Introduction to the Hospitality Industry and Hotel Management • Hospitality Education • Sanitation • Food & Kitchen Technology • Food & Beverage Service • Practical Work |
| Tourism Management | Hospitality Management |
| <ul style="list-style-type: none"> • Foreign Languages • Mathematics & Economics • Geography • Law • Public & Human Relations • Business Communications • Information Systems • Managing & Marketing Travel & Tourism • Tourism Services • Transportation • Tourism Politics, Legislation, & Policies • Hospitality Management • Agency Management • Fares & Ticketing • Price Quotations • Marketing | <ul style="list-style-type: none"> • Foreign Languages • Mathematics, Economics, &/or Finance/Accounting • Hotel & Restaurant Laws • Information Technology • Introduction to Hospitality Management • Principles of Food Production, Services, Purchasing, &/or Catering • Hygiene & Sanitation • Front Office/ Reception Procedures & Services Skills • Maintenance & Engineering • Restaurant Supervision • Sales Promotion, Public Relations, Marketing, &/or Communication • Sales & Kitchen Lab • Practical Applications/ Field Training |

B. Tourism Training at Universities

Tourism/hospitality studies are also offered at the University level in Lebanon. University students majoring in tourism/hospitality earn a Bachelor's degree after completing three or four years of education. There are currently six universities in Lebanon offering a tourism-related curriculum. These universities, along with the tourism major offered and total student enrollment in the school, are presented in *Table 8*.

Table 8

| UNIVERSITIES OFFERING TOURISM DEGREES | | |
|---------------------------------------|----------------------------|--------------------|
| University | Major | Number of Students |
| Lebanese University (LU) | Tourism | 235 |
| Lebanese American University (LAU) | Hotel Management | 150 |
| Islamic University (IU) | Hotel Management | 275 |
| St. Joseph University (USJ) | Hotel & Tourism | 11 |
| Notre Dame University (NDU) | Hotel Management & Tourism | 216 |
| University of Balamand | Tourism & Hotel Management | 20 |

Fields of Study

Universities offer more or less similar academic programs leading to a Bachelor degree in hotel management and tourism. The period of study ranges varies between 3 years (at LAU and NDU) and 4 years (at LU and IU).

Curriculum

While the curriculum at vocational/technical schools tends to be more practically-oriented, university programs provide a more general, liberal-arts style education. Table 9 lists the typical course requirements for a student earning a hospitality management degree at Lebanese American University. More details on university-level curricula in tourism at several Lebanese universities are provided in Appendix C.

Table 9

| SELECTION OF COURSEWORK TYPICALLY REQUIRED FOR A UNIVERSITY-LEVEL HOSPITALITY MANAGEMENT DEGREE IN LEBANON | |
|--|--|
| Core Requirements | Hospitality Management Courses |
| <ul style="list-style-type: none"> Principles of Accounting I & II Business Law Micro- & Macro-economics Managerial Finance Introduction to Management Introduction to Marketing Business Statistics Management Information Systems I Geography History/Social Sciences Foreign Languages | <ul style="list-style-type: none"> Introduction to Restaurant/Hotel/Tourism Management Hospitality Purchasing Hotel Operations Food Production & Service/Catering/Culinary Arts Organization & Administration in Restaurant/Hospitality Industry Cost Control in Restaurant/Hospitality Industry Human Resources in Tourism Industry Hospitality Management Senior Studies/ Internship |

II. Limitations of This Study

The intent of this project was to compile as much data as possible about tourism training institutions in Lebanon, in order to have a basis for more detailed studies about this tourism human resources. Some of the recommended future research studies in this area include:

- Employment of technical school graduates in the hospitality sector;
- A comparison of hospitality training at universities & technical schools;
- Assessment of the technical schools' curriculum & updates; and
- Linking the technical training to the hospitality industry.

Whatever research is undertaken in the future, some important limitations should be kept in mind. Some of these considerations include:

- Wide geographical distribution of the technical training schools, with no specific addresses;
- Unwillingness of some school directors to provide detailed information;
- Frequent changes in telephone numbers;
- Difficulty in obtaining data from the public sector; and
- Lack of availability of any similar research studies.

In this study, only 95 percent of the school's addresses were compiled. Statistical data were collected for all of the technical training schools, but only 50 percent of the course offerings were compiled due to the reasons stated above.

III. Recommendations

1. A plan should be considered to increase the number vocational & technical training schools for the tourism sector, in order to reach students residing in different locations throughout Lebanon. This initiative would help to improve the level of tourism services in smaller towns and more remote locations in Lebanon.
2. Vocation & technical training schools should update their curricula to cover a wider range of tourism majors, rather than increasing the special certificates granted for courses. This would help to improve the level of human resource development and sophistication in the hospitality sector.
3. As Lebanon's economy relies heavily on the tourism industry, more emphasis should be placed on the field of marketing the tourism curriculum. There are currently only one public and two private technical schools that offer this major.
4. Some vocational and technical training schools have formed a syndicate in order to protect their interests and develop a lobbying power. It could be useful for these entities to seek alliances with similar foreign entities, in order to promote technology transfer and curriculum exchange in the tourism field.

APPENDIX A: Details on Vocational/Technical School Programs in Tourism

| IP. NET | | | | | | | |
|-----------------------------|---|----|---------------------|----------|---------|----------|-------|
| Address: | | | Bir Hassan - Beirut | | | | |
| Contact Person: | | | Mr. Mohamed Haché | | | | |
| Phone Number: | | | 01 - 850 174 | | | | |
| Type of Institution/Region: | | | Public/Beirut | | | | |
| Number of Tourism Students: | | | 0 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | | Language | | Schedule | |
| | BT | TS | BTS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | | | 0M | X | | X | |

| HOTEL MANAGEMENT INSTITUTE | | | | | | | |
|-----------------------------------|---|-------------|---------------------|----------|---------|----------|-------|
| Address: | | | Bir Hassan - Beirut | | | | |
| Contact Person: | | | Mr. Fayz al Yunis | | | | |
| Phone Number: | | | 01 - 840 310 / 311 | | | | |
| Type of Institution/Region: | | | Public/Beirut | | | | |
| Number of Tourism Students: | | | 429 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | | Language | | Schedule | |
| | BT | TS | | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SALES | 154M 17F | | | X | X | X | |
| HOTEL MANAGEMENT - KITCHEN | 76M 2F | | | X | X | X | |
| HOSPITALITY MANAGEMENT | | 154M 26F | | X | X | X | |

HOTEL MANAGEMENT SCHOOL

| Address: | | DeKwanch | | | | |
|-------------------------------|---|----------------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | 01 - 491 320 | | | | |
| Type of Institution: | | Public Mount Lebanon | | | | |
| Number of Tourism Students: | | 891 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SALES | 191M 22F | | X | X | X | |
| HOTEL MANAGEMENT - KITCHEN | 269M 2F | | X | X | X | |
| HOSPITALITY MANAGEMENT | | 181M 74F | X | X | X | |
| TOURISM MANAGEMENT | | 19M 128F | X | | X | X |

INSTITUTE PELOBOGIQUE DE LOMATOMEGIQUE

| Address: | | DeKwanch - Main | | | | | |
|-----------------------------|---|----------------------|-----------|----------|---------|----------|-------|
| Contact Person: | | Mr. Antoine Diab | | | | | |
| Phone Number: | | 01 - 492 452 | | | | | |
| Type of Institution: | | Public/Mount Lebanon | | | | | |
| Number of Tourism Students: | | 33 | | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | | Language | | Schedule | |
| | BT | TS | BTS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | | | 29M 4F | X | | X | |

TECHNICAL SCHOOL OF AJALTOUN

| Address: | | Ajaltoun - Kesrawan | | | | |
|---|--------------------------------------|----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. F. Said Chahali | | | | |
| Phone Number: | | 09 - 954 480 | | | | |
| Type of Institution/Region: | | Public/Mount Lebanon | | | | |
| Number of Tourism Students: | | 226 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 89M 5F | | X | X | X | |
| HOTEL MANAGEMENT - SALES | 66M 4F | | X | X | X | |
| HOTEL MANAGEMENT - KITCHEN | 61M 4F | | X | X | X | |

ECOLE TECHNIQUE DE HAMANA

| Address: | | Hamana - Baarbada | | | | |
|---|--------------------------------------|----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Emile Saïba | | | | |
| Phone Number: | | 05 - 530 184 | | | | |
| Type of Institution/Region: | | Public/Mount Lebanon | | | | |
| Number of Tourism Students: | | 47 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 21M 1F | | X | X | X | |
| HOTEL MANAGEMENT - SALES | 25M | | X | X | X | |

INSTITUTE TECHNIQUE SUPERIEURE DE ZEGHARTA

| Address: | Zegharta | | | | | |
|---|---|----|----------|---------|----------|-------|
| Contact Person: | Mr. Said Itani | | | | | |
| Phone Number: | 06 - 660 346 | | | | | |
| Type of Institution/Region: | Public/North | | | | | |
| Number of Tourism Students: | 146 | | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 73M 11F | | X | | X | |
| HOTEL MANAGEMENT - SALES | 48M 2F | | X | | X | |
| HOTEL MANAGEMENT - KITCHEN | 12M | | X | | X | |

ECOLE TECHNIQUE DE DOUMA

| Address: | Douma - Batroun | | | | | |
|---|---|----|----------|---------|----------|-------|
| Contact Person: | Mrs. Maggy Saad | | | | | |
| Phone Number: | 06 - 520 105 | | | | | |
| Type of Institution/Region: | Public/North | | | | | |
| Number of Tourism Students: | 92 | | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 42M | | | | | |
| HOTEL MANAGEMENT - SALES | 8M 5F | | X | | X | X |
| HOTEL MANAGEMENT - KITCHEN | 31M 6F | | X | | X | X |

TECHNICAL SCHOOL OF MASHGHARA

| Address: | | Wadi Bekaa | | | | |
|-------------------------------|---|--------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | 08 - 850 472 | | | | |
| Type of Institution/Region: | | Public/Bekaa | | | | |
| Number of Tourism Students: | | 119 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - KITCHEN | 119M | | X | | X | |

TECHNICAL SCHOOL OF SAIDA

| Address: | | Saida | | | | |
|---|---|-----------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Esmat Dweik | | | | |
| Phone Number: | | 01 - 720 309 | | | | |
| Type of Institution/Region: | | Public/South | | | | |
| Number of Tourism Students: | | 411 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 179M 2F | | X | | X | |
| HOTEL MANAGEMENT - SALES | 86M 3F | | X | | X | X |
| HOTEL MANAGEMENT - KITCHEN | 138M 3F | | X | | X | X |

ECOLE TECHNIQUE DE NABATIEH

| Address: | | Nabatieh | | | | |
|---|--------------------------------------|-----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Mohammad Chakroun | | | | |
| Phone Number: | | 07 - 760 292 | | | | |
| Type of Institution/Region: | | Public/Nabatieh | | | | |
| Number of Tourism Students: | | 139 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 62M | | X | | X | |
| HOTEL MANAGEMENT - SALES | 27M | | X | | X | |
| HOTEL MANAGEMENT - KITCHEN | 50M | | X | | X | |

FRANCEL COLLEGE

| Address: | | Ashrafieh - Beirut | | | | |
|-----------------------------|--------------------------------------|--------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Samir Abou Eid | | | | |
| Phone Number: | | 01 - 327 902 | | | | |
| Type of Institution/Region: | | Private/Beirut | | | | |
| Number of Tourism Students: | | 33 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 32M 1F | | X | | X | |

COMPUTER & EDUCATIONAL COLLEGE OF HOTEL MANAGEMENT & TECHNICAL STUDIES

| Address: | | Mar Elias - Beirut | | | | |
|---|---|--------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Amgad Naboulsi | | | | |
| Phone Number: | | 01 - 305 910 | | | | |
| Type of Institution/Region: | | Private/Beirut | | | | |
| Number of Tourism Students: | | 105 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL & RESTAURANT MANAGEMENT | | 46M 2F | X | X | X | |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 33M 7F | | X | X | X | |
| HOTEL MANAGEMENT - KITCHEN | 13M 4F | | X | X | X | |

CENTER INTERNATIONAL TECHNIQUE

| Address: | | Dora - Matn | | | | |
|-------------------------------|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Ibrahim Haddad | | | | |
| Phone Number: | | 01 - 255 700 / 704 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 3 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SALES | 1M | | X | X | X | |
| HOTEL MANAGEMENT - KITCHEN | 2M | | | X | X | |

MAR SEMAAN TECHNICAL CENTER

| Address: | Sabtiéh - Maré | | | | | |
|-----------------------------|---|----|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | 01 - 885 535 | | | | | |
| Type of Institution/Region: | Private/Mount Lebanon | | | | | |
| Number of Tourism Students: | 17 | | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 17F | | X | | X | |

AMERICAN UNIVERSAL COLLEGE / A.U.C.

| Address: | Dnayeé - Maré | | | | | |
|-------------------------------|---|-----------|----------|---------|----------|-------|
| Contact Person: | Mr. Hisham Sakr | | | | | |
| Phone Number: | 03 - 304 765 | | | | | |
| Type of Institution/Region: | Private/Mount Lebanon | | | | | |
| Number of Tourism Students: | 68 | | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - KITCHEN | | 26M 5F | | X | X | X |
| HOSPITALITY MANAGEMENT | | 33M 4F | | X | X | X |

KAFAT TECHNICAL INSTITUTE

| Address: | | Ein Saadeh | | | | |
|---|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | 03 - 809 735 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 269 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | | 107M 26F | X | | | X |
| HOTEL MANAGEMENT – SERVICE & PRODUCTION | 65M 2F | | X | | X | |
| HOTEL MANAGEMENT – SALES | 22M | | X | | X | |
| HOTEL MANAGEMENT – KITCHEN | 46M 1F | | X | | X | |

MIDDLE EAST INSTITUTE

| Address: | | Tahwita – Baabda | | | | |
|-----------------------------|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 64 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 17M 1F | 42M 4F | | X | X | X |

INSTITUTE ORIENT D'ESCIENCE / I.O.S.

| Address: | | Ein Rannah - Baabda | | | | |
|-----------------------------|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Assad Feghali | | | | |
| Phone Number: | | 01 - 284 807 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 2 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 2M | | X | | X | |

INSTITUTE OF COMPUTER & INDUSTRIAL SCIENCES

| Address: | | Haret Hreik - Baabda | | | | |
|-----------------------------|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | 01 - 834 350 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 17 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | | 17M | X | X | X | X |

INSTITUTE OF COMPUTER & INDUSTRIAL SCIENCES

| Address: | | Mreijeh - Baabda | | | | |
|---|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 136 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 97M 2F | | X | X | X | X |
| HOTEL MANAGEMENT - SALES | 4M | | X | X | X | X |
| HOTEL MANAGEMENT - KITCHEN | 35M | | X | X | X | X |

INSTITUTE SAINTCOEUR ET SEOURS DE LA CHARITE

| Address: | | Zouk Mikael – Keserwan | | | | |
|-----------------------------|---|------------------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | 09 - 915 061 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 22 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| TOURISM MANAGEMENT | | 5M 19F | X | | X | |

INSTITUTE MON SIEUR CORTBAWI

| Address: | | Adma – Keserwan | | | | |
|-----------------------------|---|------------------------|----------|---------|----------|-------|
| Contact Person: | | Miss Laise Mary Chedak | | | | |
| Phone Number: | | 09 - 835 394 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 57 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 13M 3F | 26M 10F | X | X | X | |
| TOURISM MANAGEMENT | | 5M | X | X | X | |

AMERICAN UNIVERSAL COLLEGE / A.U.C.

| Address: | | Jbel | | | | |
|-------------------------------|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | Mrs. Ghada Sakr Harin | | | | |
| Phone Number: | | 09 - 540 162 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 7 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - KITCHEN | 4M 3F | | | X | X | X |

LYCEE ADONISE TECHNIQUE

| Address: | | Jbeil | | | | |
|-----------------------------|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. John Drek | | | | |
| Phone Number: | | 09 - 924 327 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 10 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 99M 2F | | X | | X | |

SHOUF TECHNICAL COLLEGE

| Address: | | Rankin – Shouf | | | | |
|---|---|-----------------------|----------|---------|----------|-------|
| Contact Person: | | Mr. Najib Abou Shakra | | | | |
| Phone Number: | | 05 - 500 186 | | | | |
| Type of Institution/Region: | | Private/Mount Lebanon | | | | |
| Number of Tourism Students: | | 80 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 41M | | | X | X | |
| HOTEL MANAGEMENT - SALES | 17M | | | X | X | |
| HOTEL MANAGEMENT - KITCHEN | 27M 1F | | | X | X | |

DAR EL ZAHRAA HOSPITALITY SCHOOL

| Address: | | Tripoli | | | | |
|-----------------------------|---|---------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | | | | | |
| Type of Institution/Region: | | Private/North | | | | |
| Number of Tourism Students: | | 1 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOSPITALITY MANAGEMENT | 1M | | X | X | X | X |

NADER TECHNICAL INSTITUTE

| Address: | | Dedeb - Karna | | | | |
|---|---|---------------|----------|---------|----------|-------|
| Contact Person: | | | | | | |
| Phone Number: | | 06 - 430 781 | | | | |
| Type of Institution/Region: | | Private/North | | | | |
| Number of Tourism Students: | | 150 | | | | |
| Specialty in Tourism | Number of Students by Diploma/Gender | | Language | | Schedule | |
| | BT | TS | FRENCH | ENGLISH | DAY | NIGHT |
| HOTEL MANAGEMENT - SERVICE & PRODUCTION | 63M 3F | | X | | X | |
| HOTEL MANAGEMENT - SALES | 17M 5F | | X | | X | |
| HOTEL MANAGEMENT - KITCHEN | 54M 9F | | X | | X | |

APPENDIX B: Tourism/Hospitality Curriculum at Vocational/Technical Institutions in Lebanon

| | | | |
|---|--|--|--|
| Type of Institution: | | Public | |
| Type of Degree: | | BT | |
| Major/Speciality: | | HOTEL MANAGEMENT - SALES | |
| 1st YEAR | | 2nd YEAR | 3rd YEAR |
| <ul style="list-style-type: none"> • Arabic Language • French or English Language • General Mathematics • Financial Mathematics • Touristic Geography • Principles of Hospitality Management • Hospitality Education • Hygiene • Food Technology • Kitchen • Application/Kitchen • Field Training | | <ul style="list-style-type: none"> • Arabic Language • French or English Language • General Mathematics • Financial Mathematics • Touristic Geography • Principles in Hospitality Management • Law • Hospitality Management • Hospitality Hotel Education • Hygiene Sciences • Food Technology • Kitchen • Application/Kitchen • Information • Field Training | <ul style="list-style-type: none"> • Arabic Language • French or English Language • General Mathematics • Financial Mathematics • Touristic Geography • Principles in Hospitality Management • Social Sciences • Law • Hospitality Management • Hospitality Hotel Management • Hotel Education • Hygiene Sciences • Food Technology • Application/Kitchen • Information • Field Training |

| | | | |
|--|--|---|--|
| Type of Institution: | | Public | |
| Type of Degree: | | TS | |
| Major/Speciality: | | HOSPITALITY MANAGEMENT | |
| 1st YEAR | | 2nd YEAR | 3rd YEAR |
| <ul style="list-style-type: none"> • Languages • General Mathematics • Residency & Industrial Food Service • Hygiene • Reception Procedures • Liquor Sciences • Financial Mathematics • Principles of Food Production & Services • Information Technology • Lab: Sales or Kitchen • Application Courses • Field Training | | <ul style="list-style-type: none"> • Hotel & Restaurant Laws • Restaurant Supervision/Control • Hotel Sales Promotion • Room Service Supervision • Principles of Accounting in Services Industry • Developing Restaurant Service Skills • Reception Restaurant Services Skills • Reception Procedures • Principles of Food Production • Lab: Sales/Kitchen/Accommodation • Application Courses • Field Training | <ul style="list-style-type: none"> • Maintenance & Engineering • Purchasing Food Products • Public Relations • Communication • Developing Food Production Skills • Information Technology • Lab: Sales, Kitchen, Information, Purchasing, & Industry Control • Application Courses • Field Training |

| | | |
|---|---|---|
| Type of Institution: | | Public |
| Type of Degree: | | TS |
| Major/Speciality: | | TOURISM MANAGEMENT |
| 1st YEAR | | 2nd YEAR |
| <ul style="list-style-type: none"> • Foreign Languages • History & Cultures • Touristic Geography • Application Math & Statistics • Commercial Art & Accounting • Public & Human Relations • Tourism Services • Transportation • Documentation • Typing • Visits & Tours | <ul style="list-style-type: none"> • French Language • English Language • German or Spanish • History & Culture • Touristic Geography • Macroeconomics • Law • Tourism Politics Policies • Agency Management • Hospitality Management • Ticket Sales & Tariffs • Pricing & Investment • Application in Agency Management • Tours & Visits | <ul style="list-style-type: none"> • English Language • German or Spanish • History & Culture • Touristic Geography • Touristic Legislation • Touristic Marketing • Tourism Organization • Tourism Policies • Ticket Fare & Selling • Price Quotations • Sales • Sea Transportation • Air Shipping • Tours & Visits • Training in Tourism Agencies & Reporting |

| | | |
|--|---|----------------------------|
| Type of Institution: | | Public |
| Type of Degree: | | BTS |
| Major/Speciality: | | HOSPITALITY MANAGEMENT |
| 1st YEAR | | 2nd YEAR |
| <ul style="list-style-type: none"> • Freshman English I • Freshman English II • Communication Art • Introduction to Computing • Technical Arabic • Accounting I • Microeconomics Principles • Macroeconomics Principles • Finance | <ul style="list-style-type: none"> • Business Law • Marketing Principles • Business Statistics • Hygiene & Sanitation • Introduction to Hospitality Management • Front Office Operations • Food Production & Catering • Hotel Accounting • Facility Management • International Travel & Tourism • F&B Cost Control | |

| Type of Institution: | Private | |
|---|--|---|
| Type of Degree: | BT | |
| Major/Speciality: | HOTEL MANAGEMENT – SERVICE & PRODUCTION | |
| 1 st YEAR | 2 nd YEAR | 3 rd YEAR |
| <ul style="list-style-type: none"> • Arabic Language • French Language • English Language • General Mathematics • Financial Mathematics • Touristic Geography • Introduction to the Hospitality Industry • Sanitation • Hospitality Education • Food Technology • Kitchen Technology • Food & Beverage Service • Practical Work (Pastry-Kitchen) • Computer | <ul style="list-style-type: none"> • Arabic Language • French Language • English Language • General Mathematics • Financial Mathematics • Touristic Geography • Introduction to Hotel Management • Introduction to the Hospitality Industry • Sanitation • Hospitality Education • Food Technology • Kitchen Technology • Food & Beverage Service • Computer • Law • Practical Work (Pastry-Kitchen) | <ul style="list-style-type: none"> • Arabic Language • French Language • English Language • Social Science • Financial Mathematics • Touristic Geography • Introduction to Hotel Management • Introduction to the Hospitality Industry • Sanitation • Hospitality Education • Food Technology • Kitchen Technology • Food & Beverage Service • Computer • Law • Practical Work (Pastry-Kitchen) |

| Type of Institution: | Private | |
|--|--|---|
| Type of Degree: | TS | |
| Major/Speciality: | HOSPITALITY MANAGEMENT | |
| 1 st YEAR | 2 nd YEAR | 3 rd YEAR |
| <ul style="list-style-type: none"> • French • English • Financial Mathematics • Basic Sanitation • Food Production Principles • Practical Work (Kitchen/Pastry) • Food & Beverage Service Skills Development/ Oenologie • Food Production Skills Development • PC Applications for the Hospitality Industry • Front Office Procedures • The Lodging & Food Service Industry • Food & Beverage Service Principles | <ul style="list-style-type: none"> • Hotels & Restaurants Laws • Food & Beverage Controls • Hotel Sales Promotion • Supervisory Housekeeping • Practical Work (Kitchen/Pastry) • Basic Accounting for the Hospitality Industry • Food Production Development • Food & Beverage Service Development • PC Applications for the Hospitality Industry | <ul style="list-style-type: none"> • Maintenance & Engineering • Food Purchasing • Human Resources • Communication • PC Applications for the Hospitality Industry • Food Production Development II • Practical Work (Kitchen-Pastry) |

| | |
|---|--|
| Type of Institution: | Private |
| Type of Degree: | TS |
| Major/Speciality: | TOURISM MANAGEMENT |
| 1st YEAR | 2nd YEAR |
| <ul style="list-style-type: none"> • Structure of Travel & Tourism • Retail Travel Operations • Characteristics of World Resorts • International Business Communications • Management Information Systems • Fares & Ticketing 1 & 2 | <ul style="list-style-type: none"> • Management of Travel & Tourism Operations • Marketing Travel & Tourism Products • Business Enterprise Studies • Accounting • Travel & Tourism Strategy (Case Studies) • Galileo |

APPENDIX C: Tourism/Hospitality Curriculum at Universities in Lebanon

1. Lebanese American University (LAU): Hospitality Management Curriculum

BS in Business Studies: Hospitality Management Emphasis

Career opportunities for Hospitality Management majors include positions in sales, personnel administration, public relations and promotion, auditing, front office management, housekeeping, food and beverage management, and, general management positions. Graduates may serve as managers or directors for hotels, restaurants, catering, airlines, and food processing and leisure industries.

The curriculum comprises two areas of instruction: general and professional. The general area involves requirements in natural and social sciences, English, humanities, history, psychology, economics, speech, and mathematics. The professional area includes courses in accounting, communication, marketing, personnel management, food production, food and beverage purchasing and control, hotel operations, front desk management, and hospitality seminars. Students must complete a total of 54 business-related courses.

| LAU: CURRICULUM FOR HOSPITALITY MANAGEMENT | |
|---|--|
| Core Courses (3 credit hours each) | Elective Courses |
| <ul style="list-style-type: none">• Introduction to Restaurant & Hotel Industry Administration• Restaurant Management• Hospitality Purchasing• Hotel Operations• Quantity Food Production/Catering• Cost Control in Restaurant & Hotel Industry• Organization and Administration in Restaurant & Hotel Industry• Senior Study-Internship | <ul style="list-style-type: none">• Seminar in Hospitality Services• Seminar in Hospitality Trends• Seminar in Hospitality Strategic Planning• Seminar in Hospitality Franchising |

2. Lebanese University (LU): Tourism Curriculum

Diplomas & Majors

The following diplomas are offered:

- License (4 years)
- DEA (4 + 2 years)
- DESS (3 years)
- Doctorate (at least 3 years)

Students can choose from the following majors:

- Travel and tourism.
- Tour guide diploma, and
- Hotel management.

Students must complete exams at the end of each year. In order to take the examinations, students must attend at least 80 percent of all class hours. After the second year, students must complete 4-month internships in a hotel or tourism site. The student is evaluated at the end of each internship and must receive a score of 60 out of 100 to pass. The total number and duration of internships a student must complete is determined in consultation with professors/advisers. Fourth-year students, in addition to internships, must also complete a special project, which is due within three weeks of completing written exams.

Curriculum

| LU: CURRICULUM FOR TRAVEL & TOURISM | |
|---|--|
| First Year Courses (750 total hours) | Second Year Courses (720 total hours) |
| <ul style="list-style-type: none"> • Geographic World of Tourism (50 hours) • 1st Foreign Language (100h) • 2nd Foreign Language (100h) • Information, tourism & welcome (100h) • Research (25h) • Ancient Civilizations (75h) • Introduction to Tourism Services (25h) • Tourism & Travel Agencies (75h) • Principles of Economics (50h) • Principles of Accounting (100h) • Tourism Industry Management (5h) • Conference and Meeting Planning (50h) | <ul style="list-style-type: none"> • Geography of Lebanese Tourism (50 hours) • 1st Foreign Language (100h) • 2nd Foreign Language (100h) • Information, tourism & welcome (50h) • Tourism Agencies (50h) • Transportation Agencies (50h) • Accounting in Tourism (50h) • Basic Statistics (40h) • International Tourism (60h) • History of Lebanon: Ancient Era (75h) • Tour Planning (60h) • Conference and Meeting Planning (40h) • Internship (4 months per year) |
| Third Year Courses (690 total hours) | Fourth Year Courses (705 total hours) |
| <ul style="list-style-type: none"> • 1st Foreign Language (100 hours) • 2nd Foreign Language (75h) • 3rd Foreign Language (German or Spanish) (75h) • Public Relations (40h) • Information, tourism & welcome (60h) • Tourism Legislation (60h) • Sport & Publicity (40h) • Tourism Agencies (60h) • Transportation Agencies (40h) • Statistics & Tourism (40h) • History of Lebanon: Modern & Contemporary Era (40h) • Management of Travel Agencies (40h) • Tourism Marketing (40h) • Conferences and Meetings (50h) • Internship (4 months per year) | <ul style="list-style-type: none"> • 1st Foreign Language (75 hours) • 2nd Foreign Language (75h) • 3rd Foreign Language (German or Spanish) (75h) • Theme et version (40h) • Organization of Tourism (40h) • Media & Tourism (50h) • Geography of Transportation (40h) • Tourism Project (40h) • Publicity & Tourism (60h) • Sales & Marketing of Tourism (40h) • Tourism Internship (40h) • Tourism and Transportation Agencies (50h) • Project (60h) • Conference Planning (50h) • Internship (4 months per year) |

LU: CURRICULUM FOR TOUR GUIDES

| First Year Courses (725 total hours) | Second Year Courses (700 total hours) |
|---|--|
| <ul style="list-style-type: none"> • The World of Tourism (50 hours) • 1st Foreign Language (100h) • 2nd Foreign Language (100h) • Information, tourism & welcome (100h) • Research (25h) • Study of Ancient Civilizations (75h) • Lebanese Archaeological Sites (100h) • The Environment of Lebanon (100h) • Popular Literature of Lebanon (50h) • History of the Arts in Lebanon (25h) • Conference and Meeting Planning (50h) | <ul style="list-style-type: none"> • 1st Foreign Language (100 hours) • 2nd Foreign Language (100h) • Geography of Lebanese Tourism (50h) • History of Lebanon – Ancient Era (60h) • Archaeological Sites of Lebanon (60h) • Ancient Texts (40h) • The Environment of Lebanon (60h) • The Guide (80h) • Museums (80h) • Crafts/Artisans (40h) • Thème et version (40h) • Conference and Meeting Planning (50h) |
| Third Year Courses (690 total hours) | Fourth Year Courses (705 total hours) |
| <ul style="list-style-type: none"> • 1st Foreign Language (100 hours) • 2nd Foreign Language (75h) • 3rd Foreign Language (German or Spanish) (75h) • Public Relations (40h) • Geography of Lebanese Tourism (40h) • Tourism Legislation (40h) • Sports & Vacation Publicity (40h) • Lebanese Archaeological Sites (60h) • Medieval History of Lebanon (60h) • History of Arab Civilization (60h) • Practical Application in Tour Guiding (80h) • Translation of Tourism Text (40h) • Conference & Meeting Planning (50h) | <ul style="list-style-type: none"> • 1st Foreign Language (75 hours) • 2nd Foreign Language (75h) • 3rd Foreign Language (German or Spanish) (75h) • Thème et version (40h) • Psychology of Tourism (40h) • Media and Tourism (40h) • Arab Art and Architecture (40h) • Lebanese Archaeological Sites (60h) • Publicity and Lebanese Tourism (40h) • Geographic Regions of Lebanon (40h) • History of Lebanon – Modern & Contemporary Era (40h) • Practical Application in Tour Guiding (40h) • Modern & Contemporary Arts (40h) • Project (40h) • Conference & Meeting Planning (60h) • Internship (4 months per year) |

| LU: CURRICULUM FOR HOTEL MANAGEMENT | |
|--|--|
| First Year Courses (725 total hours) | Second Year Courses (700 total hours) |
| <ul style="list-style-type: none"> • Geographic World of Tourism (50 hours) • 1st Foreign Language (100h) • 2nd Foreign Language (100h) • Information, tourism & welcome (100h) • Research (25h) • Tourism & Management (25h) • History of Lebanon and Archaeological Sites (50h) • Theory & Practice of Culinary Arts (150h) • Principles of Accounting (50h) • Health Preparation of Food & Drink (50h) • Purchasing & Storage (50h) • Conference & Meeting Planning | <ul style="list-style-type: none"> • 1st Foreign Language (100 hours) • 2nd Foreign Language (100h) • Information, tourism & welcome (40h) • Nutrition Analysis (40h) • Hotel Management (40h) • Restaurant Management (40h) • Accounting for Tourism Hotels (40h) • Theory & Practice of Culinary Arts (140h) • Self-Service (80h) • Control of Operations (40h) • Human Resources in the Hotel Industry (40h) • Conference & Meeting Planning |
| Third Year Courses (690 total hours) | Fourth Year Courses (705 total hours) |
| <ul style="list-style-type: none"> • 1st Foreign Language (100 hours) • 2nd Foreign Language (75h) • 3rd Foreign Language (German or Spanish) (75h) • Public Relations (75h) • Information, tourism & welcome (40h) • Geography of Lebanese Tourism (40h) • Financial Management & Tourism (60h) • Management of Direction (40h) • Travel and Tourism Agencies (40h) • Management of Clubs and Vacation Spots (60h) • Conventional Management (40h) • Tourist Installations (40h) • Marketing of the Tourism Industry (40h) • Conference & Meeting Planning (50h) | <ul style="list-style-type: none"> • 1st Foreign Language (75 hours) • 2nd Foreign Language (75h) • 3rd Foreign Language (German or Spanish) (75h) • Theme et version (40h) • Organization of Tourism (40h) • Psychology of Tourism (80h) • Feasibility Studies of Tourism Management (40h) • Legislation and Hotel Management (40h) • Management of Installations (60h) • Marketing and Tourism (40h) • Security and Tourism (40h) • Information and Tourism (80h) • Economy and Hotel Management (80h) • Project (60h) • Conference & Meeting Planning (50h) |

3. Notre Dame University (NDU): Hotel Management & Tourism

Courses in Hotel Management & Tourism

HTM 201 Introduction to Hospitality Management (3.0). The course is a comprehensive overview of the lodging, restaurant, institutional food service, club and convention businesses. The course will examine the industry's socio-economic impacts, scope, organization, career opportunities and requirements for success. The student will be exposed to the basic managerial functions and how they relate to the hospitality industry.

HTM 203 Introduction to Travel and Tourism (3.0). This course is an overview of tourism and travel as a global industry. It leads to a solid understanding of its growth, characteristics, operations, organization, environmental impact, destinations development, travel modes, tourism planning and marketing.

HTM 211 Law in Hospitality and Tourism Industries (3.0). A study of the legal responsibilities affecting the operations of the hospitality and tourism industries, including aspects of inn-keeping, occupier's liability, trades practices, licensing, health, taxation and employment. Other topics include: corporation legislation, the law of the contract, the role of ethics and a comparative approach with foreign legislations relative to hospitality and tourism industries. Prerequisites: HTM 201, HTM 203.

HTM 225 Rooms Division Management (3.0). The course acquaints the student to the operations and procedures involved in managing the front office area of a lodging operation. Functions covered include: reservation systems and operations, guest reception, cashiering, guest accounting and income control, uniform service as well as housekeeping operations and management. Prerequisites: HTM 201, HTM 203.

HTM 237 Hospitality and Tourism Marketing (3.0). An introduction to the concept, principles and practices of contemporary marketing as they apply to the specialized needs of the hospitality industry. Subjects covered are: marketing concepts and environment, segmentation and positioning, consumer behavior and marketing mix strategies. The development of a practical marketing plan for an actual hospitality business is a special feature of this course. Prerequisites: HTM 201, HTM 203.

HTM 281 Internship I: Rooms Division Operations (1.0). A supervised on-the-job work experience in the lodging business. Arranged with a Department-approved cooperating institution. This field experience - of no less than 250 hours - emphasizes front office and housekeeping operations and management tasks. Student must check course guidelines before registering. Prerequisite: HTM 225.

HTM 311 Hospitality Management Accounting (3.0). The application of accounting principles to the hospitality industry. Accounting practices in use, financial statements, special purpose journals and ledgers. Use of accounting information in making managerial decisions. Prerequisite: ACO 201.

HTM 313 Food Production (3.0). An introduction to food production techniques and management. The course is designed to familiarize students with commercial food preparation principles and practices. Management concepts applied to menu planning and writing, quantity food production planning, purchasing, food safety and quality control are also introduced. Prerequisite: Junior Standing.

HTM 314 Human Resources Management in the Hospitality Industry (3.0). Techniques and philosophies of human resources management as applied to the specific environments within the hospitality industry. In addition to personnel management techniques, exposure will focus on the HRM activities in integration with the human behavior in the organization setting and their business implications. Prerequisites: HTM 201, HTM 203.

HTM 320 EDP (Electronic Data Processing) in the Hospitality Industry (3.0). An introduction to computerized property management within the hotel and restaurant industry. The course includes a comprehensive understanding of EDP concepts, equipment and systems requirements, front office and restaurant automation, as well as back of the house systems. Applied software programs are intensively used. Prerequisites: CSC 201, HTM 225.

HTM 323 Restaurant Development and Operations (3.0). Students systematically plan and develop a restaurant from concept to operations. The course includes: concept analysis,

feasibility study, food and beverage menus development, technical and architectural planning, pricing; financial, marketing and operational administration within the framework of inter-departmental optimization. An applied project approach is used. Prerequisite: HTM 313.

HTM 325 Domestic Travel and Tourism (3.0). The course provides a complete description and geography of domestic tourism from the view-point of the traveler and the travel/tourism entrepreneur. Students will be exposed to issues of local travel and tourism, organization, development and potentials from a specific destination as well as regional perspective. Field trips and projects are part of this course. Prerequisite: HTM 203.

HTM 333 Catering Management (3.0). Course leading to a thorough understanding of the different catering concepts for special functions. Lectures and demonstrations focus on menu planning, working methods, catering equipment, kitchen and service layout, service, events preparation and execution, sales, and human resources organization. The course will equip students to operate and manage different types of food and beverage service, on and off premises. Prerequisite: HTM 313.

HTM 340 Destination Development and Tourism (3.0). Planning, developing or expanding travel and tourism destinations. Market feasibility study, land development, role of government and sustainability are key features of this course. Case studies and project course where students prepare the development and management of a touristic plan for a specific destination. Prerequisite: HTM 325.

HTM 342 Travel Agency and Tour Management (3.0). A thorough examination of the basics of retail travel agency operations and tour management. Insights into agency organization, computerization, and operations, as well as wholesale package preparations, escorting, costing and marketing, and post-tour analysis. Included is the creation, planning, and analysis of an individual fully escorted tour. Prerequisite: HTM 325.

HTM 343 Purchasing in the Hospitality Industry (3.0). A comprehensive exposure to quantity purchasing for hotel facilities, restaurants and institutions. Methods, procedures and policies for effective purchasing of food, commodities, supplies and equipment are stressed. Prerequisites: HTM 320, HTM 333.

HTM 344 International Travel and Tourism (3.0). A complete description and geography of international travel, notably current trends and cultural behavior, popular destinations, international tourism organizations as well as major international travel transportation modes and routes. A comparative approach and evaluation of national and international destinations organization, management and marketing. Prerequisite: HTM 325.

HTM 345 Non-Conventional Food Service I (3.0). Elective course designed as a comprehensive examination of popular trends that affect the food service industry. Students will acquire a thorough understanding of the fast food industry - independent and franchised convenience foods, as well as the institutional food service characteristics, mainly cafeteria, canteens and self-service. Students tackle practical topics related to operations, and particular issues confronting management. Prerequisites: HTM 323, HTM 333.

HTM 346 Automated Travel System (3.0). A comprehensive, hands-on computer learning experience. Students will progress from the characteristics and development of automation in the retail travel agency to practical applications in computerized reservations and back-office systems. Prerequisite: HTM 320.

HTM 347 Non-Conventional Food Service II (3.0). Elective course designed to explore advanced types of food service operations and systems. Characteristics and operation of specialty volume production such as conferences and banqueting, inflight catering and hospital food service are studied. Prerequisites: HTM 323, HTM 333.

HTM 349 International Cuisine (3.0). Broadens students knowledge of menus and the popular national cuisines riding the international trendy wave. Emphasis is placed on concepts, cultural contexts, food preparation and service characteristics. Managerial perspective is also used related to nutrition, menu adaptability, architectural layouts, costing and marketing. Prerequisites: HTM 323, HTM 333.

HTM 351 Food, Beverage and Labor Cost Control (3.0). This fundamental course is designed to familiarize the student with the theory and practice of internal cost controls in the hospitality industry. A comprehensive, thorough understanding of quality assurance versus cost impact on profitability management is provided. Practical financial problems and actual operational techniques of functioning systems of internal control are studied. The focus is to provide future hospitality managers with the ability to handle the diverse issues regarding service quality, employee morale and cost management. Prerequisites: HTM 311, HTM 313.

HTM 381 Internship II: Food and Beverage Operations (1.0). A supervised on-the-job work experience in the food and beverage business, particularly restaurants and catering. Arranged with a Department approved cooperating institution, this field experience - of no less than 250 hours - emphasizes operations and management functions in service, production, inventory and cost control. Student must check course guidelines before registering. Prerequisites: HTM 281, HTM 323 or HTM 333.

HTM 382 Internship III: Travel Agency and Tour Operations (1.0). A supervised on-the-job work experience in the travel and tourism business, particularly travel agency and tour operations. Arranged with a Department approved cooperating institution, this field experience - of no less than 250 hours - emphasizes agency and group travel operations and management functions. Student must check course guidelines before registering. Prerequisites: HTM 325, HTM 340 or HTM 342 or HTM 344.

HTM 411 Hospitality Managerial Finance (3.0). Understanding the role of the hospitality financial controller through the application of accounting, finance and cost control principles, aimed at maximizing the organization value. Focus areas include: preparation of financial statements, bond and stock valuation, working capital management, short-term financing, capital budgeting and alternative financing arrangements. Prerequisite: HTM 311.

HTM 413 Advanced Food Production (3.0). The course aims to examine latest techniques and production systems in the food service industry. Commercialized innovations in forms of food, techniques in production, storing and serving, and new technological developments in food service equipments are explored. Prerequisites: HTM 323, HTM 333.

HTM 432 Hospitality Property Management (3.0). Covering the basic technical terminology of hospitality facilities and property management, this course will explain and provide basic decision making models for operation and maintenance of engineering systems relating to the hospitality industry. Safety and security systems are investigated, potential fire hazards are analyzed and appropriate precautionary management of property risk is proposed in the framework of public safety and systems operations.

HTM 443 Alcoholic Beverages Appreciation and Bar Management (3.0). This course provides knowledge and appreciation of the major alcoholic beverages from cultural background to production, evaluation and service. Wine, whisky, arak, beer and spirits are emphasized. A further introduction to coffee, tea and non-alcoholic beverages is provided. Emphasis is also placed on bar planning, operations and management for profitability. Laboratory fee. Prerequisites: HTM 323, HTM 333.

HTM 445 Hospitality Environment and Sustainability (3.0). A deeper understanding and analysis of the business-society interface. Policy guidelines to bring both hospitality business and society towards sustainable, workable and mutually beneficial solutions are studied. Topics investigated include: ecotourism, corporate policy and social responsibility, ethics and values in business, business interests and community issues, business and media relations, corporation and government relations.

HTM 447 Advanced Hospitality Marketing (3.0). This elective course builds on the student's previous exposure to the principles and practices of marketing. The key feature is the comprehensive and in-depth coverage of global market analysis for business opportunities and sustainable competitive advantage. A strong emphasis is placed upon the development of a greater appreciation of consumer behavior and competition analysis, selling and communication strategies and management as well as business negotiations. The course is heavily case oriented. Prerequisite: HTM 237.

HTM 449 Meetings, Convention, Exhibition and Events Management (3.0). Introduction to the environment and characteristics of meetings, conventions and exhibitions segments of the hospitality industry. Emphasis is on managerial decisions involved in targeting, planning, organizing, selling and servicing. Applied case analysis and field projects. Prerequisites: HTM 237, HTM 351.

HTM 451 Hospitality Management (3.0). Analysis of hospitality operating practices and policies and their managerial implications on the individual and group behavior in the organizational setting. The focus is on the acquisition and implementation of leadership styles to enhance organizational effectiveness and individual well being. The course includes the study of group behavior, attitudes and stress management, communication, motivation, leadership, power politics, conflict and organizational culture. Life case discussions and field projects are included.

HTM 459 Hospitality and Tourism Strategic Management and Business Policy (3.0). This capstone course in hospitality and tourism features the integration of business theories and practices into strategic decision making. Focus is on external and internal analysis for business opportunities, organizing for market competitive orientation, quality assurance and sustainable competitive advantage. The course is heavily case-oriented to bring forward realism, and develop critical thinking and decision making ability. Prerequisite: HTM 451.

HTM 460 Special Topics in Hospitality (3.0). Selected readings and case studies referring to current topics and developments within the lodging and food service industries. The purpose is to expose students to recent developments, current challenges and future trends affecting the industry. Studied during the course is the impact of change on hotel and food service management. This is a seminar and case study course. Prerequisite: HTM 451.

HTM 462 Special Topics in Travel and Tourism (3.0). An overview and analysis of current developments, trends and challenges in travel and tourism. Studied during the course are the

impact and decision challenges faced by management due to macro and micro environmental changes with the resulting shifts of tourism destinations and expectations. This is a seminar and case study course. Prerequisite: HTM 451.

HTM 485 Seminar in Hospitality and Tourism Management (3.0). Individual and group studies of a hospitality and tourism business in an area of special interest. It is an in-depth dissection of the managerial functions of the business concern. Findings and decisions are reported and discussed in class. Prerequisite: HTM 451.

4. University of Balamand: Tourism & Hotel Management Curriculum

Curriculum for Hotel Management

| UNIVERSITY OF BALAMAND: HOTEL MANAGEMENT PROGRAM | | |
|---|---|--|
| Sophomore Year Courses | Junior Year Courses | Senior Year Courses |
| <ul style="list-style-type: none"> Financial Accounting Business Data Processing Microeconomics Macroeconomics Statistical Data Analysis Business Mathematics Communication Skills I & II Food & Beverage Service Intro to the Hospitality Industry Safety & Sanitation | <ul style="list-style-type: none"> Management Managerial Finance Marketing Management Business Law (Hospitality) Civilization Sequence I & II Arabic Facilities Management Lodging Management Restaurant Production & Operations | <ul style="list-style-type: none"> Strategic Management Civilization Sequence I & II M.I.S. Internal Controls EBL Cost Controls Loss Prevention Management Tourism Advanced (EBL) Management Financial Administration |

5. Saint Joseph University (USJ): Hotel & Tourism Curriculum

Degree Offered

The tourism degree offered at USJ is Tourism and Hotel Management. The duration of the program is one year, and the courses are taught in both French and English. Academic prerequisites for the program include:

- a license in specialized management from USJ (option of business data processing, publicity and sales, or finance); or
- a license in management or economy from USJ; or
- an equivalent diploma recognized by USJ.

Curriculum for Tourism & Hotel Management

| USJ: TOURISM & HOTEL MANAGEMENT PROGRAM |
|--|
| First Year Courses |
| <ul style="list-style-type: none"> • Hotel Management (27h) • Restaurant Management (21h) • Hotel Accounting (21h) • Architecture & Construction of Hotels (14h) • Economy of Tourism & Leisure (24h) • Art & Inheritance (21h) • Hotel & Tourism Marketing (21h) • Arts of the Table: Sciences of Eating (12h) and Oenology (8h) • Tourism Law (21h) • Public Speaking (24h) • Management of Human Resources (42h) • 3-month Internship • Memory of End of Studies |